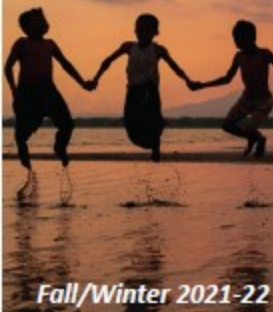


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The Manitoba Camping Association Newsletter

Concord Projects Foundation Supports the 5th Annual Sunshine Fund Year End Campaign with a \$10,000 Matching Gift

When our **Sunshine Fund** donor Harold Smith heard about how the **Concord Projects Foundation** joined our campaign with a matching gift for the fourth consecutive year, he was thrilled to support our cause again and was looking forward to our year end mail out coming in November, including **Giving Tuesday** and running until December 31st.

"I love this year end campaign. Camp is only a week each summer, but the benefits can last a lifetime."

Harold is a former camper and knows the benefits of summer camp.

"When you are a child and go to camp, you are there for the fun and the friends. You are there for the camp fires, the canoeing, and the swimming in the lake. It's only when you become an adult that you realize how summer camp has impacted you. You think of how you were expected to treat others at camp and so now you treat colleagues and friends with respect. At camp, you learn to be happy for others and their successes and learn to be encouraging when people need it. That kind of stuff stays with you."

Harold knows that camp has



shaped him into who he is today and wouldn't have it any other way.

"Camp is important and as a kid, I lived for that week of summer camp. Now, I just want to help."

Due to covid restrictions, 135 children attended summer camp through the Sunshine Fund in 2021, and as the numbers of Covid cases remain at a manageable rate, spring looks promising as registration is expected to open up for overnight camp again. This year, the Sunshine Fund Annual Year End Campaign has a goal of \$40,000. Over \$38,000 was raised in 2020 during the same campaign. We are confident we will meet, even surpass our goal this year, thanks to our donors and Concord Projects Foundation.

"It's a goal worth striving for and I hope we get there."

(Name of donor has been changed to protect his privacy)



Plant ~ Nurture ~ Grow

The MCA is distributing sunflower seeds in our mailouts. Plant your seeds. Tend to them. Watch them grow. We will be having an InstaGram contest in the spring. Those receiving this by email, pick up packets at MCA office.

Manitoba Camping Association, Home of the Sunshine Fund
Unit F – 1215 Henderson Hwy Winnipeg, MB, R2G 1L8
204.784.1130 www.mbcamping.ca

The SUNSHINE EFFECT: A small gift has the potential to greatly alter another's life.

Camp Builds Leaders

If you've read any of my columns in our past newsletters, you will know I am a firm believer in camp and the benefits of going to camp and/or working at camp. I know from personal experience that camp makes us better people. I directed a camp for 25 years (after volunteering for a few weeks then working for three summer seasons as a program/activity/cabin leader). Simple math shows I had about 500+ staff work for me over the years, and the numbers for campers... it's hard to guess... maybe 25,000. What I can say for sure is that everyone of those people were affected by camp. Some campers became community leaders, Members of Parliament, TV personalities, heads of corporations, lawyers, geologists, moms and dads, entrepreneurs running their own businesses, teachers, pastors, trades people, camp directors, doctors, environmental scientists, nurses... the list goes on and on. I truly believe camp makes people better.

"Because of camp" ... "the power of camp" ... these are two marketing phrases the Canadian Camping Association and the Christian Camp and Conference Association have used about camp. They are powerful statements which mean a lot and mean even more once you are an adult and look back at how camp played a part in creating your life. If you haven't seen our "Sunshine on the Menu" video yet (<https://youtu.be/q5N-78pLcN4> or on our MCA homepage). The video was created for our virtual luncheon this past spring. In it, besides beautiful musical talent, you hear stories from a variety of people about the importance of camp in their lives growing up and how some of the skills learned at camp helped create who they are today. It's a creative and entertaining video... take the 45 minutes to check it out.

I have often emphasized the power of camp in my discussions with our government officials and public health officers. Over these past 19 months, I have had conversations and meetings – over phone, email and zoom – with representatives from all three levels of government and public health representatives. One of the messages I am being told is about the professionalism they are seeing from my communication with them. Professionalism of camps wanting to do what is right and to follow public health orders so we clarify and ask questions to get it right. Camps fall under so many areas with public health orders – pools, recreation rooms, horse back riding/lessons, feeding campers, feeding staff, transportation – it's not all black and white.

Through our conversations, they are hearing about the importance of camp for the mental and physical health of campers, staff and parents too. They are learning more and more about camp and the need and importance of it for so



many people. We are still pushing for sector-specific funding as camps move into their second fall and winter with restrictions that have cancelled programs and retreats. Some camps remained closed this summer offering no programs or hiring staff through government of Manitoba Green Team, Canada Summer Jobs or other grants to do maintaining projects. Other camps ran Day Camps following the restrictions of numbers allowed, and two camps were even able to do a few weeks of overnights with very limited numbers.

Our accredited camps don't know what their year end or even the spring 2022 is going to look like and like many non-profits are concerned about the future. Will they have funding with CEWS (Canadian Emergency Wage Subsidy) having ended in October? Will they have staff apply as a good number have left the industry with so many unknowns? Will they be open this spring? We are confident that supporters and businesses will continue to donate to our camps and to the Sunshine Fund in order for our industry to stay afloat. But it will be a struggle.

Thank you for standing with the MCA/Sunshine Fund as we continue to navigate and be there for our camps, campers and families. We appreciate you. If you are able to and/or have connections with government or media, please connect with them to help tell our camps' stories. We need the importance of camps to continue to be heard. We continue to stand together to be camp in our communities in Manitoba and NW Ontario. We hope we can do some in-person events again next year to see you in person. If not, there will thankfully still be virtual ways to connect.

If you have any questions, please do not hesitate to reach out to us.

Kim Scherger
Executive Director, Manitoba Camping Association

Happy Places by Jane

Like many of us, Jane Mycashiw needed to find something to keep her busy during Covid restrictions. Feeling she wasn't a great artist, she bought herself some paint and watched some YouTube videos. She began recreating pictures of her friends' cabins on 2" x 3" cards and giving them to the friends.

"People liked them but I thought I wouldn't be able to sell them," she says. "I felt we're kind of privileged to be able to go to a cabin so I wondered if I could find an organization that I could help."



After a short search, she found the Manitoba Camping Association and decided to produce her art in support of the Sunshine Fund. The funds raised from 17 projects will go toward sending kids to camp.

Find Happy Places by Jane on Instagram:
<https://www.instagram.com/happyplacesbyjane/>



Bell/MTS Volunteers

As a fundraising organization, the Sunshine Fund is always excited to find a third party willing to be a partner of ours. It's even more rewarding when the third-party fundraiser finds us.

That is how the Manitoba Camping Association came to partner with Bell/MTS Volunteers, a group of Bell/MTS retirees and employees who are encouraged to volunteer with the aid of grants provided by the company. The grants provide the volunteer a \$1,000 grant to be donated to the volunteers' charity of choice.

Jo-Anne Pelzer contacted the MCA in August to let us know that we had our first gift from the organization. Volunteer Janet Norris had chosen us to receive her grant of \$1,000.

In October, we were notified that Leona Crothers had chosen us with the first of her grants.

"I was looking for an organization that would help kids and Jo-Anne suggested the Sunshine Fund," Norris said.

Norris and her sister grew up on a farm and funds weren't always available for the pair to attend things like camp.

"Mom always said that if she couldn't send us both, neither of us would be able to go."

Norris' granddaughter has been able to go to camp and the experience meant a lot to the youngster.

Pelzer's suggestion was the perfect fit for Norris.



"The best part of this program," Norris said, "is you're not really giving money but you get to help an organization out by just volunteering."

The volunteers are very busy in the community. During the pandemic, the group sewed over 8,000 surgical masks with buttons and donated them to health care workers. The buttons help keep surgical masks away from their ears.

The group also makes red heart pillows for the cardiac ward at St. Boniface Hospital and collects coats for Koats for Kids.

So far, in 2021, the volunteers have contributed over \$100,000 to communities throughout Manitoba.

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February 4-6th, 2022
 Red River Exhibition Place



Manitoba Camping Association Green Team

Dana, Sydney and MLA Andrew Mickelfield



Blue Jeans Day

Henderson Hwy Access Credit Union uses Blue Jeans Day to raise funds to send kids to camp



Happy Winners

The Chief family enjoys a Jets game thanks to the kindness of the Manitoba Chambers of Commerce



*Some photos were taken pre-COVID